

HQ/PR/Empanelment/2017

19.10.2020

Sub: Empanelment of Advertising Agencies for DFCCIL

Ref: Advertisement notice vide HQ/PR/Empanelment/2017 dtd 04.06.2020

In continuation to this office advertisement notice vide HQ/PR/Empanelment/2017 dtd 04.06.2020 as per para 4.2, item No. 6, 7 & 8 of the application form of Empanelment of Advertising Agencies, all the eligible advertising agencies who have applied for empanelment in DFCCIL are advised to follow the following calendar of events as per the schedule mentioned against each.

All agencies will be provided space if required for creating art pull/display/video in the DFCCIL office premises on 21.10.2020 to 23.10.2020. Please note that DFCCIL will provide only office space, electricity along with desk and seating. Agencies must ensure that they get the requisite Computer/Laptop/Internet connection/Printer for the due performance of their task. Agencies are free to work from their respective offices also.

S. No.	Particulars	Event/Stage	Date & Time
1.	The Advertising Agencies will have to submit on-the- Spot Art Pull (Tender) for the given material within six hours, one each in Hindi & English Language. Material in English language must be typesetted in 6 point Font size whereas Hindi language material must be type-setted in 8 point Font size. This should demonstrate the ability to bring in space economy without compromising legibility and clarity.	Collection time of hard copy of test text material by the agency's authorized official (in person). Simultaneously, the same will also be sent to all the agencies on their given respective emails.	22.10.2020 10.00 hrs Location: Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro Station Complex, new Delhi - 110001.
		Submission time of soft copy of Art pull by email to vedprakash@dfcc.co.in & dfccil.pr@gmail.com before or upto 16.00 hrs. (Mail sent after 16.00 hrs will not be considered).	22.10.2020 16.00 hrs In case of hard copy submission, it is to be done before the

	<p>Note: Two versions will be given, one shorter version of 5 marks and one longer version of 10 marks.</p>		<p>above time limit at the location given below:</p> <p>Location: Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro Station Complex, new Delhi - 110001.</p>
		<p>Submission time of hard copy of Art Pull by agency's authorized official (in person)</p> <p>Note: It should be ensured that physical format given should be the same as that of the one emailed. If any deviation is found from the mailed version, it will be considered as non submission of that particular work and no marks will be given in that category.</p>	<p>22.10.2020 17.00 hrs</p> <p>Location: Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro Station Complex, new Delhi - 110001.</p>
2.	<p>The advertising Agencies shall be required to submit on-the-spot display advertisement work in Hindi and English on the given subject within 03 hours of notice. The display shall be adjudged on the basis of impact, artistic appeal & punch line etc. (item 7 of para 4.2)</p>	<p>Collection time of hard copy of subject/topic of display advt. by agency's authorized official (in person). Simultaneously, the same will also be sent to all the agencies on their respective emails.</p>	<p>22.10.2020 10:00 hrs</p> <p>At Conference hall</p>
		<p>Submission time of soft copy of all the three displays by email to vedprakash@dfcc.co.in & dfccil.pr@gmail.com before or upto 13.00 hrs or 1 PM (Mail sent after 13.00 hrs /1PM will not be considered). (Agencies need to send the matter</p>	<p>13.00 hrs</p> <p>22.10.2020 In case email is not sent, physical copy and pen drive to be submitted within this time</p>

128

	<p>Note: Each agency will be given three display works, one for Print display, second Twitter content and infographic for Social media display and third for electronic channel display in the form of Video.</p> <p>Each display will have 5 marks.</p>	through any web-based data transfer like <i>Smash</i> and other alternatives by which data/files are transferred permanently.	limit at Conference hall.
		<p>Submission time of hard copy of all the three displays by the agency's authorized official (in person).</p> <p>Print Display and Infographics with twitter content should be on Printed form while video should be in Pen Drive.</p> <p>Note: marks will be given on physical hard copy, therefore Physical hard copy submission in time is also essential. Mailer is to judge the work capability of the agencies in a time bound manner. It should be ensured that physical format given should be the same as that of mailed one, any deviation if found from mailed version will be considered as non submission of that particular work and no marks will be given in that category.</p>	<p>14.00 hrs</p> <p>22.10.2020</p> <p>Location: Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro Station Complex, New Delhi -11001</p>
3.	<p>The advertising Agencies who have applied for the empanelment shall make a presentation in the office of: GGM/CC, DFCCIL, 5th Floor, Supreme Court Metro Station Building Complex, New Delhi -110001. The presentation will be about agency's profile, customer base, quality of work, past</p>	<p>Batch 01 to 08</p> <p>Batch 08 to 16</p> <p>Batch 16 to 24</p> <p>Batch 24 to 32</p>	<p>10:30 to 12:30</p> <p>23/10/2020</p> <p>14:30 to 16:30</p> <p>23/10/2020</p> <p>16:45 to 18:45</p> <p>23/10/2020</p> <p>10:30 to 12:30</p>

	<p>achievements, work procedures followed, office automation etc. (item 8 of Para 4.2)</p> <p>Note: Presentation should not be of more than 10 minutes duration.</p> <p>All the agencies are required to report in the DGM CC office, or at the</p> <p>Conference room on 4th floor of the DFCCIL Corporate office positively an hour earlier than the scheduled time of the presentation for upload of the presentation in the computer. To understand the work procedure agency should make 3 minute part of PPT for the 15 ft by 15 ft corner stall for exhibiting the role of DFCCIL for building 'Atmanirbhar Bharat'.</p> <p>Total Presentation - 10 min</p> <ul style="list-style-type: none"> - 7 min covering profile, customer base, quality of work, past achievements, 		24/10/2020
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	office automation etc - 3 min for the procedure followed and output for Atmanirbhar Bharat		
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The Agencies who have applied for the empanelment are therefore required to submit the tender Art Pull, displays and Presentation as per above schedule. The Text material for Tender Art Pull and subjects/topics of three Displays will be provided to the authorised representatives/officials of the Applicant Advertising Agencies at the the Conference hall 4th Floor, DFCCIL, Supreme Court Metro Station Building Complex, New Delhi -110001 as per above schedule. The same will also be sent on the email addresses of the applicant advertising agencies provided in their application forms submitted in the DGM/CC office.

All Agencies are also requested to submit quotations for different Communications/Branding items (33 Nos) in the attached document named 'Quotation for Different Items'. These have to be stamped and signed and submitted on 22.10.2020.

The Applicant Agencies are therefore advised to depute authorised staff/official to participate in the briefing and to collect the Text material and Subject/topic of Displays in hard copy from the DFCCIL Conference Hall, 4th Floor, Supreme Court Metro Station Building Complex, New Delhi -110001 on dates and time indicated in the the above table. They are required to reach the DFCCIL office well in advance so as to avoid receiving Text material late.

The Agencies shall submit their Art Pull, Displays on vedprakash@dfcc.co.in & dfccil.pr@gmail.com email addresses within the stipulated time limit.

Further, the applicant agency should also submit/deliver the hard copy of the same art Pull in a sealed cover in the office of DGM/CC, DFCCIL, 5th Floor, DFCCIL, 5th Floor, Supreme Court Metro Station Building Complex, New Delhi -110001 within one hour of stipulated closing time of submission of soft copy of Art Pull sent on given email. If Email is not given then Physical copy to is be given as the per the email Time deadline.

The representatives of all the applicant agencies are advised to be present in the office of DGM/CC, DFCCIL as per the above calendar fixed for presentation purposes.

All the Agencies shall submit the hard copy of their Presentation along with soft copy in a pen drive in a sealed cover in the office of DGM/CC, DFCCIL.

All the agencies are advised to adhere to the time frame/ calendar of events as mentioned above.

Mandatory: The Applicant agencies are advised to depute one of their representatives to attend at Conference Hall, 4th Floor, DFC, Corporate Office, Supreme Court Metro Station Complex on 22.10.2020 from 9 AM onwards. They are required to meet Sh. Rajesh Chopra, DGM/CC to confirm their respective email addresses in our record to give undertaking that they have clearly understood the procedure of the selection of agencies for which all efforts are being made to be transparent.

The Agencies which fail to adhere to the above timeline and guidelines will not be considered for Technical Evaluation.



(Ved Prakash)
GM/OP & CC

DA : Quotation for 33 items